

WHAT IS CLAIMED IS:

1. An image pickup device comprising:  
an image device;  
an instruction unit that instructs a given  
5 chromatic color area on a photography screen; and  
a white balance processing unit that specifies  
a color temperature of a light source on the basis of  
an output signal of the image device within the  
instructed area, and conducts white balance  
10 processing in accordance with a white balance  
coefficient that corresponds to the specified color  
temperature of the light source.
2. An image pickup device according to claim 1,  
15 wherein the white balance processing unit calculates  
color evaluated values on the basis of the output  
signal of the image device within the instructed area,  
and specifies the color temperature of the light  
source on the basis of a color evaluated value that  
20 is judged to be included in a predetermined chromatic  
color detection area among the calculated color  
evaluated values.
3. An image pickup device according to claim 2,  
25 wherein the chromatic color is a skin color.
4. An image pickup device according to claim 3,

wherein the chromatic color detection area is generated on the basis of a difference between a color evaluated value of a predetermined skin color which corresponds to the color temperature of the photography light source and a color evaluated value  
5 of an actually photographed skin color.

5. An image pickup device according to claim 1, wherein the instruction unit comprises one of a touch  
10 panel and a visual line input.

6. An image pickup device according to claim 3, wherein the chromatic color detection area is selected from a plurality of areas.  
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7. An image pickup device according to claim 6, wherein the chromatic color detection area is selected on the basis of an input language that is inputted to the image pickup device by a photographer.  
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8. A white balance processing method comprising:

instructing a display device that displays an image and a given chromatic color area of the image  
25 on the display device;

specifying a color temperature of a light source on the basis of an image signal within the

instructed area; and

conducting white balance processing in  
accordance with a white balance coefficient that  
corresponds to the specified color temperature of the  
5 light source.

9. A program for executing the white balance  
processing method as claimed in claim 8.

10 10. A storage medium that stores the program as  
claimed in claim 9.